

BART SURVEY & CONTEST



September 2004

Please complete this survey. Unless otherwise stated, your answers should refer to your overall BART experience. Please hand completed survey back to the survey coordinator. If necessary, you can also mail the survey to:

BART, Marketing and Research Department
P.O. Box 12688,
Oakland, CA 94604-2688.



GRAND PRIZE: Trip to Maui

4-night trip to Maui, including air transportation and lodging for two at **Castle Kamaole Sands**, courtesy of **Aloha Airlines** and **Castle Resorts & Hotels**. Other prizes include BART tickets and souvenirs.

USAGE OF BART

1. Which BART station did you enter before boarding this train?

_____ (Entry Station) (11-12)
2. What time did you enter the BART system for this trip?

AM	PM	
1 <input type="checkbox"/> Before 6am	4 <input type="checkbox"/> 12 noon - 4pm	(13)
2 <input type="checkbox"/> 6am - 9am	5 <input type="checkbox"/> 4pm - 7pm	
3 <input type="checkbox"/> 9am - 12 noon	6 <input type="checkbox"/> After 7pm	
3. At which BART station will you exit the system?

_____ (Exit Station) (14-15)
4. Are you transferring between BART trains on this trip?
1 ☐ No 2 ☐ Yes (16)
5. What is the purpose of this trip? (check one)

1 <input type="checkbox"/> Commute to/from work	6 <input type="checkbox"/> Medical/Dental	(17-18)
2 <input type="checkbox"/> School	7 <input type="checkbox"/> Shopping	
3 <input type="checkbox"/> Airport	8 <input type="checkbox"/> Restaurant	
4 <input type="checkbox"/> Sports event	9 <input type="checkbox"/> Theater or Concert	
5 <input type="checkbox"/> Visit friends/family	0 <input type="checkbox"/> Other: _____	
6. What other type of transportation could you have used instead of BART for your trip today? (Check your one best option)

1 <input type="checkbox"/> BART is my only option	4 <input type="checkbox"/> Carpool
2 <input type="checkbox"/> Bus or other transit	5 <input type="checkbox"/> Other: _____
3 <input type="checkbox"/> Drive alone to my destination & park	(19)
7. How did you travel between home and BART today? (20)

1 <input type="checkbox"/> Walked	2. Where did you park? (21) 1 <input type="checkbox"/> In BART lot 2 <input type="checkbox"/> Off-site
2 <input type="checkbox"/> Bicycle	
3 <input type="checkbox"/> Bus/Transit	
4 <input type="checkbox"/> Drove alone	
5 <input type="checkbox"/> Carpooled	
6 <input type="checkbox"/> Dropped off	
7 <input type="checkbox"/> Other: _____	
8. What fee, if any, did you pay? (22)

1 <input type="checkbox"/> No fee
2 <input type="checkbox"/> Hourly fee
3 <input type="checkbox"/> Daily fee
4 <input type="checkbox"/> Monthly fee
10. How long have you been riding BART? (23)

1 <input type="checkbox"/> 6 months or less
2 <input type="checkbox"/> More than 6 months but less than 1 year
3 <input type="checkbox"/> 1 - 2 years
4 <input type="checkbox"/> 3 - 5 years
5 <input type="checkbox"/> More than 5 years
11. How often do you CURRENTLY ride BART? (check one) (24)

1 <input type="checkbox"/> 6 - 7 days a week
2 <input type="checkbox"/> 5 days a week
3 <input type="checkbox"/> 3 - 4 days a week
4 <input type="checkbox"/> 1 - 2 days a week
5 <input type="checkbox"/> 1 - 3 days a month
6 <input type="checkbox"/> less than once a month

about how many times a year? _____

OPINION OF BART

12. Overall, how satisfied are you with the services provided by BART?

5 <input type="checkbox"/> Very Satisfied	(27)
4 <input type="checkbox"/> Somewhat Satisfied	
3 <input type="checkbox"/> Neutral	
2 <input type="checkbox"/> Somewhat Dissatisfied	
1 <input type="checkbox"/> Very Dissatisfied	
13. Would you recommend using BART to a friend or out-of-town guest?

5 <input type="checkbox"/> Definitely	(28)
4 <input type="checkbox"/> Probably	
3 <input type="checkbox"/> Might or might not	
2 <input type="checkbox"/> Probably not	
1 <input type="checkbox"/> Definitely not	
14. To what extent do you agree with the following statement: "BART is a good value for the money."

5 <input type="checkbox"/> Agree Strongly	(29)
4 <input type="checkbox"/> Agree Somewhat	
3 <input type="checkbox"/> Neutral	
2 <input type="checkbox"/> Disagree Somewhat	
1 <input type="checkbox"/> Disagree Strongly	

ABOUT YOURSELF

15. After you boarded the train for this trip, did you stand because seating was unavailable?
1 ☐ No 2 ☐ Yes (30)

How long did you stand?
1 ☐ For whole trip 2 ☐ For most of trip 3 ☐ For small part of trip (31)
16. What is your race or ethnic identification? (check one or more) (32)

1 <input type="checkbox"/> White	Are you of Spanish, Hispanic or Latino ancestry? 1 <input type="checkbox"/> No 2 <input type="checkbox"/> Yes (33)
2 <input type="checkbox"/> Black/African American	
3 <input type="checkbox"/> Asian or Pacific Islander	
4 <input type="checkbox"/> Native American or Alaska Native	
5 <input type="checkbox"/> Other: _____	

(Categories are consistent with the 2000 U.S. Census)
17. Gender: 1 ☐ Male 2 ☐ Female (34)
18. Do you currently use discounted tickets?
1 ☐ No 2 ☐ Yes (35)

Which ticket? (check one)
1 ☐ Child (Red) 6 ☐ BART Plus (36)
2 ☐ Senior (Green) 7 ☐ Muni Fast Pass
3 ☐ Student (Orange) 8 ☐ TransLink
4 ☐ High Value (\$32, \$48 or \$64) 9 ☐ Other: _____
5 ☐ Disabled (Red)
19. Age: 1 ☐ 12 or younger 5 ☐ 35 - 44 (37)
2 ☐ 13 - 17 6 ☐ 45 - 64
3 ☐ 18 - 24 7 ☐ 65 and older
4 ☐ 25 - 34
20. What is the total annual income of your household before taxes?

1 <input type="checkbox"/> \$15,000 or less	5 <input type="checkbox"/> \$60,001 - \$75,000	(38)
2 <input type="checkbox"/> \$15,001 - \$30,000	6 <input type="checkbox"/> \$75,001 - \$100,000	
3 <input type="checkbox"/> \$30,001 - \$45,000	7 <input type="checkbox"/> \$100,001 - \$150,000	
4 <input type="checkbox"/> \$45,001 - \$60,000	8 <input type="checkbox"/> \$150,001 and over	



RATING BART

21. Help us improve service. Please rate BART on each of the following characteristics. "7" (excellent) is the highest rating you can give. "1" (poor) is the lowest rating you can give. Of course, you can use any number in between. Skip only categories that do not apply to you.

OVERALL RATING	POOR							EXCELLENT
On-time performance of trains	1	2	3	4	5	6	7	(39)
Hours of operation	1	2	3	4	5	6	7	
Frequency of train service	1	2	3	4	5	6	7	
Availability of maps and schedules	1	2	3	4	5	6	7	
Timely information about service disruptions	1	2	3	4	5	6	7	
Timeliness of connections between BART trains	1	2	3	4	5	6	7	
Timeliness of connections with buses	1	2	3	4	5	6	7	
Availability of car parking	1	2	3	4	5	6	7	
Availability of bicycle parking	1	2	3	4	5	6	7	
Lighting in parking lots	1	2	3	4	5	6	7	
Helpfulness and courtesy of BART personnel	1	2	3	4	5	6	7	
Access for people with disabilities	1	2	3	4	5	6	7	
Enforcement against fare evasion	1	2	3	4	5	6	7	
Enforcement of no smoking policy	1	2	3	4	5	6	7	
Enforcement of no eating and drinking policy	1	2	3	4	5	6	7	
Personal security in the BART system	1	2	3	4	5	6	7	
Leadership in solving regional transportation problems	1	2	3	4	5	6	7	
Bart.gov website	1	2	3	4	5	6	7	(56)

BART STATION RATING

Length of lines at exit gates	1	2	3	4	5	6	7	(57)
Reliability of ticket vending machines	1	2	3	4	5	6	7	
Reliability of faregates	1	2	3	4	5	6	7	
Process for receiving ticket refunds	1	2	3	4	5	6	7	
Escalator availability and reliability	1	2	3	4	5	6	7	
Elevator availability and reliability	1	2	3	4	5	6	7	
Presence of BART Police in stations	1	2	3	4	5	6	7	
Presence of BART Police in parking lots	1	2	3	4	5	6	7	
Availability of Station Agents	1	2	3	4	5	6	7	
Appearance of landscaping	1	2	3	4	5	6	7	
Stations kept free of graffiti	1	2	3	4	5	6	7	
Station cleanliness	1	2	3	4	5	6	7	
Restroom cleanliness	1	2	3	4	5	6	7	
Elevator cleanliness	1	2	3	4	5	6	7	
Signs with transfer / platform / exit directions	1	2	3	4	5	6	7	
Overall condition / state of repair	1	2	3	4	5	6	7	(72)

BART TRAIN RATING

Availability of seats on trains	1	2	3	4	5	6	7	(73)
Comfort of seats on trains	1	2	3	4	5	6	7	
Comfortable temperature aboard trains	1	2	3	4	5	6	7	
Noise level on trains	1	2	3	4	5	6	7	
Clarity of public address announcements	1	2	3	4	5	6	7	
Presence of BART Police on trains	1	2	3	4	5	6	7	
Appearance of train exterior	1	2	3	4	5	6	7	
Condition / cleanliness of windows on trains	1	2	3	4	5	6	7	
Train interior kept free of graffiti	1	2	3	4	5	6	7	
Train interior cleanliness	1	2	3	4	5	6	7	(82)

BART BIKE POLICY

22. Bicycles are currently allowed on-board all BART trains except peak period trains highlighted on the BART schedule. Do you feel this policy provides adequate access for bicyclists, goes too far, or does not go far enough to accommodate bicyclists?

1 ☐ Provides adequate access 2 ☐ Goes too far 3 ☐ Does not go far enough 4 ☐ Don't know (83)

PLEASE TELL US WHAT WE CAN DO TO SERVE YOU BETTER / OTHER COMMENTS:

 To enter the contest, enter your name and contact information below: 

Name: _____ Home telephone number: (_____) _____
E-mail address: _____

May we contact you in the future to ask your opinion about BART service? ☐ Yes ☐ No
Would you like to sign up for MyBART, BART's free e-mail entertainment discount program? ☐ Yes ☐ No

Contest Rules: No purchase necessary. You may enter more than once. Any mailed entries must be received at BART headquarters by October 31, 2004. Winners will be chosen by a random drawing. Need not be present to win. Entries valid only on official survey form. Survey team members and their families and BART employees and their families are not eligible to enter. Prizes are non-transferrable and cannot be substituted for cash. All federal, state and local regulations apply. Any and all expenses not specifically mentioned are the sole responsibility of the winner, including and not limited to ground transportation, all meals, alcoholic beverages, taxes, incidentals, and gratuities. In case of minors, prizes must be accepted by parent or legal guardian. Prize winners must meet all eligibility requirements. Awarding of prizes subject to entrant verification. Grand prize trip must be taken by October 31, 2005 (subject to blackouts and availability).